

BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268-0001

Retail Access Optimization Initiative

Docket No. N2011-1

NOTICE OF INTERVENTION OF THE
DIRECT MARKETING ASSOCIATION
(August 17, 2011)

The Direct Marketing Association (DMA) hereby gives notice of its intervention in the above-captioned proceeding in accordance with Order No. 778

DMA's interest stems from the fact that a large majority of DMA's member companies utilize virtual every class of mail in order to reach the public. Even as new technologies have been incorporated into their business models, the mail delivered by the U.S. Postal Service has remained a linchpin multi-channel marketing. Proposals that may result in changes in the nature of service are, therefore, of considerable importance to its member companies.

Service of documents pertaining to this proceeding may be served on the undersigned.

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